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**TITLE:** Online shopping with virtual modeling and peer review

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**Brief Summary Text - BSTX (14):**

To achieve the above and other objects, a first preferred embodiment of the present invention is directed to a combination of online modeling with real-time chat. When a customer selects an item, the customer has an image generated of him- or herself wearing the item. Such image generation can be performed in accordance with known techniques. The user can then solicit the opinions of others in a chat room, which can be specific to a certain age group, geographical area or the like. Private chat rooms can also be created. If a customer sees an item which someone else is trying on, the customer can click on a link to purchase that item. The chat can be text chat, audio chat, or a combination of the two.

**Detailed Description Text - DETX (29):**

Opinions can be received in any suitable way, such as by audio, by text in pop-up windows, or by text in a single scrolling window. All of those techniques are known in the art of online chat. In one particular implementation, an instant-messaging technology like that of Mirabilis ICQ or America Online's Instant Messaging can be used, although such instant messaging will be restricted to the users in the chat rooms provided by the server 118.



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**Balter et al.**

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(54) **ONLINE SHOPPING WITH VIRTUAL  
MODELING AND PEER REVIEW**

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(\*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 535 days.

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(21) Appl. No.: **09/610,678**

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(22) Filed: **Jul. 7, 2000**

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(51) Int. Cl.<sup>7</sup> ..... **G06F 17/60**

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(52) U.S. Cl. .... **705/27; 705/26; 345/751;  
345/752; 345/753; 345/754; 345/755; 345/756;  
345/757; 345/758; 345/759; 434/79; 434/80;  
434/395**

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(58) Field of Search ..... **705/26, 27; 345/751-759;  
434/79, 80, 395**

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(57) **ABSTRACT**

When a user browses an online retailer's Web site or a mirror site, the user can select an item and model the item online by having a server generate a digital image of the user wearing the item. If the user is still unsure as to whether to buy the item, the user can enter an online chat room in which the online modeling image is displayed to other users. The user can then receive the other users' feedback before deciding whether to buy the item. In a second embodiment, multiple online modeling images are generated to provide the user with a customized catalog, which can be of items for a single merchant or multiple merchants.

**18 Claims, 15 Drawing Sheets**

